

FORM PTO-1594 (Modified)

(Rev. 10/02)

OMB No. 0851-0027 (exp. 6/30/2005)

Copyright 1994-97 LegalStar

TMC6/REV03

RECORDATION FORM COVER SHEET

Docket No.:

04-0690

TRADEMARKS / SERVICE MARKS ONLY

Tab settings

To the Director of the United States Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

APPLAUSE, LLC

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☐ Corporation-State
☒ Other Limited Liability Company of Delaware

Additional names(s) of conveying party(ies) ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other

Execution Date: October 26, 2004

2. Name and address of receiving party(ies):

Name: RUSS BERRIE AND COMPANY, INC.

Internal Address:

Street Address: 111 Bauer DriveCity: Oakland State: NJ ZIP: 07436☐ Individual(s) citizenship☐ Association☐ General Partnership☐ Limited Partnership☒ Corporation-State New Jersey☐ OtherIf assignee is not domiciled in the United States, a domestic designation is ☐ Yes ☒ No

(Designations must be a separate document from

Additional name(s) & address(es) ☐ Yes ☒ No

4. Application number(s) or registration numbers(s):

A. Trademark / Service Mark Application No.(s)

B. Trademark / Service Mark Registration No.(s)

1,223,558

1,190,130

1,251,348

1,230,618

Additional numbers

☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Stewart L. GitlerInternal Address: HOFFMAN, WASSON & GITLER, P.C.Street Address: 2461 South Clark StreetSuite 522 - Crystal Center 2City: Arlington State: VA ZIP: 22202

6. Total number of applications and registrations involved:

4

7. Total fee (37 CFR 3.41): \$ \$115.00☐ Enclosed☒ Authorized to be charged to deposit account

8. Deposit account number:

08-2455

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Stewart L. Gitler

Name of Person Signing

Stewart L. Gitler

Signature

10-28-2004

Date

2

Total number of pages including cover sheet, attachments, and

Mail documents to be recorded with required cover sheet information to:

Mail Stop Recordation Services

Director of the United States Patent and Trademark Office

P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK

700126852

REEL: 002965 FRAME: 0199

CH \$115.00 082455 1223558

ASSIGNMENT OF UNITED STATES TRADEMARKS

WHEREAS, APPLAUSE, LLC, a Delaware Limited Liability Company having its principal offices at 23942 Lyons Avenue, Newhall, California 91321, has adopted, used, is using and is the owner of the following trademarks now the subject of registrations in the United States Patent and Trademark Office:

TRADEMARKS	REG. NO.	DATE OF REGISTRATION
APPLAUSE	1,223,558	January 11, 1983
APPLAUSE (Design)	1,251,348	September 13, 1983
APPLAUSE (Design)	1,190,130	February 16, 1982
EVERYONE LOVES TO GET APPLAUSE	1,230,618	March 8, 1983

WHEREAS, RUSS BERRIE AND COMPANY, INC., a New Jersey corporation having its principal offices at 111 Bauer Drive, Oakland, New Jersey 07436, is desirous of acquiring any and all rights that APPLAUSE, LLC may have in and to the said trademarks and the registrations therefore, together with the goodwill in connection with which said trademarks are used and which is symbolized by the said trademarks, along with the right to recover for damages and profits for past and future infringements thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, APPLAUSE, LLC does hereby assign to RUSS BERRIE AND COMPANY, INC. all right, title and interest in and to the said trademarks and registrations, together with the goodwill in connection with which the said trademarks are used and which is symbolized by the said trademarks, along with the right to recover for damages and profits for past and future infringements thereof.

APPLAUSE, LLC

Signed at Los Angeles
California, this

26th day of October, 2004

Signature

David Socha
NameManager
Title

RUSS BERRIE AND COMPANY, INC.

Signed at Oakland
New Jersey, this

26th day of October, 2004

Signature

Arnold Bloom
NameVice President
Title